LEO BURNETT COMPANY, *Inc.*
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Pick a cigarette holder. Any cigarette holder.

Take a good look at the fourth from the right.

It's the holder you get on the tip of a Parliament.

It's tough on the outside, so you can bite on it.

Inside, there's a filter—recessed—away from your lips. So you taste nothing but good, clean flavor.

The Parliament holder.

It works like the others.

But the resemblance ends there.

It works like a cigarette holder works.

King Size and new Charcoal 100's

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